

# AUTOMOTIVE Rates

Rates Effective October 1, 2008

## Personnel

Publisher - Ron Wallace  
212 E. Main Street • Leesburg, FL 34748  
(352) 365-8200 • Fax (352) 365-1951

### Daily Commercial

The Daily Commercial, an award winning daily newspaper, is the second oldest established newspaper in the state of Florida and reaches over 67,000<sup>†</sup> readers everyday in Lake and Sumter counties.

### SOUTH LAKE PRESS

Serving Clermont, Minneola, Groveland, Mascotte & Montverde

The South Lake Press is a weekly newspaper delivered in the South Lake area to over 90,000<sup>†</sup> readers each Friday.

<sup>†</sup>2000 U.S. Government Census

## Billing

All discounted rates reflect net rate discounts. General terms and conditions specified in standard rate agreements apply.

## Dollar Volume

ANNUAL COMMITMENT LEVEL	PCI*
Open	\$7.14
\$15,000	\$5.36
\$25,000	\$4.89
\$40,000	\$4.42
\$60,000	\$4.06
\$80,000	\$3.73
\$100,000	\$3.49
\$125,000 +	\$3.26

## Weekly Frequency

### Daily Commercial & South Lake Press Package

# OF ADS PER WEEK	DISCOUNT
2	20%
3	30%
4	35%
5-6	40%
7	45%
8	50%

Discounts apply to each advertisement space only, not color.

## Deadlines

PUBLICATION	SPACE & COPY DEADLINE
Monday	5 p.m. Thursday
Tuesday	5 p.m. Friday
Wednesday	5 p.m. Monday
Thursday	5 p.m. Tuesday
Friday	5 p.m. Wednesday
Saturday	5 p.m. Wednesday
Sunday	5 p.m. Thursday

## Frequency

COMMITMENT LEVEL	PCI*
Open	\$7.14
5x	\$6.55
13x	\$5.78
26x	\$4.95
52x	\$4.34

Consecutive weeks

## Color

	WEEKLY FREQUENCY		
	1x	2x	3x+
one color	\$130	\$105	\$80
two colors	\$195	\$160	\$135
full color	\$245	\$220	\$190

Double Truck (2x applicable rate)

Studies prove that color included on your ad has a 3 to 1 retention factor adding visibility and excitement to your ad. A variety of colors are available.

## Mechanicals

Ad Layout Width in Inches & Picas

COLUMNS	RETAIL		CLASSIFIED	
	INCHES	PICAS	INCHES	PICAS
1	1.736"	10 p5	1.025"	6 p1.8
2	3.639"	21 p10	2.161"	12 p11.6
3	5.542"	33 p3	3.297"	19 p9.4
4	7.444"	44 p8	4.433"	26 p7.2
5	9.347"	56 p1	5.569"	33 p5
6	11.25"	67 p6	6.706"	40 p2.8
7	-	-	7.842"	47 p6
8	-	-	8.978"	53 p10.4
9	-	-	10.114"	60 p8.2
10	-	-	11.25"	67 p6

Double truck width - 23.25" (139 p6) • Full Page depth - 21.25"

\*PCI - Per Column Inch. Full page ROP size is 6 columns x 21.25 inches and Full page Classified is 10 columns x 21.25 inches. Standard ad units apply.

# AUTOMOTIVE

## Bundled Programs

### Power Buy

**Three Days**

Reach over 220,000\* readers. Includes: Two days of your choice in The Daily Commercial plus Friday's South Lake Press.

VOLUME LEVEL	INVESTMENT	AVG. COST PER PAGE
Open	\$3,781	\$1,260
\$15,000	\$2,980	\$993
\$25,000	\$2,765	\$922
\$40,000	\$2,550	\$850
\$60,000	\$2,386	\$795
\$80,000	\$2,233	\$744
\$100,000	\$2,123	\$708
\$125,000 +	\$2,018	\$673

Rates based on full page full color on all 3 days.

### Advantage Power Buy

**Four Days**

Reach over 290,000\* readers. Includes: Three days of your choice in The Daily Commercial plus Friday's South Lake Press.

VOLUME LEVEL	INVESTMENT	AVG. COST PER PAGE
Open	\$4,734	\$1,184
\$15,000	\$3,743	\$936
\$25,000	\$3,477	\$869
\$40,000	\$3,210	\$803
\$60,000	\$3,006	\$752
\$80,000	\$2,817	\$704
\$100,000	\$2,681	\$670
\$125,000 +	\$2,551	\$638

Rates based on full page full color on all 4 days.

### Weekend Blitz Power Buy

**Five Days**

Includes: Thursday, Friday, Saturday and Sunday in The Daily Commercial plus Friday's South Lake Press.

VOLUME LEVEL	INVESTMENT	AVG. COST PER PAGE
Open	\$5,534	\$1,107
\$15,000	\$4,390	\$878
\$25,000	\$4,083	\$817
\$40,000	\$3,775	\$755
\$60,000	\$3,540	\$708
\$80,000	\$3,221	\$664
\$100,000	\$3,164	\$633
\$125,000 +	\$3,013	\$603

Rates based on full page full color on all 5 days.

### Market Blitz Power Buy

**Seven/Eight Days/Ads**

Includes: 7 days in The Daily Commercial plus Friday's South Lake Press.

VOLUME LEVEL	INVESTMENT	AVG. COST PER PAGE
Open	\$8,580	\$1,073
\$15,000	\$6,864	\$858
\$25,000	\$6,404	\$800
\$40,000	\$5,938	\$742
\$60,000	\$5,586	\$698
\$80,000	\$5,255	\$657
\$100,000	\$5,019	\$627
\$125,000 +	\$4,793	\$599

Rates based on full page full color on all 7 days.

\*Source: 2000 U.S. Government Census

## Daily Commercial

A HarborPoint Media Publication

212 E. Main Street, Leesburg, FL 34748  
Phone (352) 365-8200 • Fax (352) 365-1951

## SOUTH LAKE PRESS

Serving Clermont, Minneola, Grovetown, Mascotte & Montverde

A HarborPoint Media Publication

732 W. Montrose Street, Clermont, FL 34711  
Phone (352) 394-2183 • Fax (352) 394-8001